



YEAR OF THE PROTECTED AREAS CAMPAIGN LAUNCH

LOGISTICS NOTE FOR REDs and PASUs

23 May 2022

INTRODUCTION

The Philippines is one of the 17 megadiverse countries with the greatest concentration of unique species per unit area in the world. Our rich biodiversity, composed of various flora and fauna, provides us with all the resources we need to survive – food, shelter and even economic development through the livelihood we get from the 7,641 islands, most of which are amazing eco destinations.

To protect our best natural destinations which are home to rich natural capital resources, 107 Protected Areas with legislation were identified under the Expanded National Integrated Protected Areas System (ENIPAS). This ensures that our country's unique biodiversity - genetic level, species, and ecosystems embedded in the lush, unspoiled forests, clean lakes, and pristine beaches are sustainably managed and protected for future generations.

THE KEY MESSAGE

YEAR OF THE PROTECTED AREAS ***Protected Areas for a Protected Future***

When it comes to nature, protecting our planet should start with us. As we are beings who benefit directly from the wonders nature provides us, we must do our sole mission and part in protecting, nurturing, and sustaining the environment for the future.

CALL TO ACTION

The first phase of the campaign would call for simple acts that could help make a big difference to our Protected Areas by raising awareness, joining a movement and making a pledge to protect the PAs.

The Year of Protected Areas campaign (YoPA) hopes to plant the seeds of change and enlightenment to everyone to commit and **#PledgeToProtectPAs** to do their part in saving the Protected Areas. It could be as simple as choosing these Protected Areas as their destination of travel, recipient of their company's CSR program or initiating a new campaign to protect these areas.

We hope to bring a new meaning to "*Responsible Tourism*" – let's travel to learn, to help conserve these important protected areas to protect our future.

Objectives of the activity

As we kick-off the Year of the Protected Areas campaign, we intend to:

- a. Launch it officially to our media partners through a live event supported by a livestream on Facebook for the public,

- b. Cascade the campaign message across different target groups and instill appreciation amongst the travelers, local and foreign tourists,
- c. Create buzz and promote the six feature PAs as an interim to showcasing all Protected Areas in the Philippines

Programme of Activities (Tentative)

Time	Segment	Description
9:30 AM – 9:45 AM	Countdown/Standby	Timer, Logos, Campaign mandatories and hashtags displays Entry of Zoom participants
9:45 AM – 9:50 AM	Host Introduction	Host
9:50 AM – 10:00 AM	Opening message Welcome remarks	Dr. Selva Ramachandran <i>Resident Representative</i> UNDP Philippines Mr. Jim Sampulna <i>Secretary</i> Department of Environment and Natural Resources
10:00 AM – 10:30 AM	Messages	Ms. Bernadette Romulo-Puyat <i>Secretary</i> Department of Tourism Mr. Eduardo Año <i>Secretary</i> Department of Interior and Local Government Hon. Loren Legarda <i>Deputy Speaker</i> House of Representatives
10:30 AM – 10:35 AM	YOPA Campaign Reveal: Promotional Video (Omnibus)	AVP will play
10:35 AM – 10:45 AM	YOPA Ambassadors Reveal	Erwan Heussaff & Jasmine Curtis-Smith to talk about their being the ambassador and their pledge to protect the PAs
10:45 AM – 10:50 AM	Joint Declaration Ceremonial Signing and Pledge	Host with DENR, DILG, and DOT Secretaries
10:50 AM – 10:55 AM	Gallery Photo Op	Host and Agency Representatives

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10:55 AM – 11:20 AM	Announcements <ul style="list-style-type: none"> • Virtual Travel Contest Winners • Awarding of winners of the 2022 International Day of Biological Diversity Photo Marathon Contest 	Host and Agency Representatives
11:20 AM – 11:25 AM	Closing Speech	Ms. Natividad Bernardino <i>Director</i> Biodiversity Management Bureau DENR Host to close the event
11:25 AM – 12:00 PM	Press Conference	Agency Reps + Media
12:00 PM – 1:00 PM	Lunch	-
6:00 PM – 8:00 PM	Live Streaming FB Live	-

Zoom Details for Online Participants

Zoom Registration Link	XXXXXXX
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Kindly register on or before MAY 21, 2022 (Saturday).

The conference will bring together around 100 participants from DENR, DILG, DOT, UNDP, and partners. REDs and PASUs of the six (6) ¹selected Protected Areas will join at the venue in Metro Manila.

Useful Contacts

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¹ 1.) Apo Reef Natural Park; 2.) Balinsasayao Twin Lakes Natural Park; 3.) Bongsanglay Natural Park; 4.) Mount Hamiguitan Range Wildlife Sanctuary; 5.) Mt. Timpoong-Hibok-Hibok Natural Monument; 6.) Samar Island Natural Park

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